

Minutes

Meeting: Tourism Development Committee Special Meeting
Date: October 10, 2024 @ 11:00 am
Location: Rose Hill Room, City Hall and Virtual via Zoom

1. Welcome and Call to Order

Chair Penny Sweet called the meeting to order at 11:05 a.m.

2. Attendance

Members: Penny Sweet, Lori Goldfarb, Scott Guthrie, Amy Falcone, Jackie Socha, and Phil Megenhardt

Staff: Jim Lopez, Diana Hart, Christian Switzer, Carmine Anderson, and Abby Harrod

3. Public Comment

No public attendance, no public comment.

4. Approval of Minutes

- a. Member Megenhardt moved and Member Goldfarb seconded to approve the August 1, 2024, Special Meeting minutes. Motion was approved.
- b. Vice Chair Falcone moved and Member Socha seconded to approve the September 4, 2024, Special Meeting minutes. Motion was approved.

5. Business

a. 2025-2026 Budget Recommendations

Staff presented and the Committee discussed the proposed 2025-2026 Lodging Tax Budget. Adam Acampora, Executive Director of Woodinville Wine Country gave a special presentation overviewing the organization. Staff presented a brief preview of Placer.ai's reporting capabilities.

b. 2025 Tourism Grant Scoring and Final Recommendations

Staff presented the compiled Member scoring sheets for the 2025 Tourism Grant applicants. Members discussed and developed the final grant allocations. The Committee requested staff to reach out to the Nowruz Celebration organizer for coaching.

Vice Chair Amy Falcone moved to recommend to the Kirkland City Council the proposed Lodging Tax 2025-2026 Expenditure Base Budget of \$695,272 with the 2025 Explore Kirkland Tourism Program Grant award recommendations as follows:

01 - Nowruz Celebration	\$2,500.00
02 - Junior League Softball World Series	\$15,000.00
03 - 12ks of Christmas	\$1,000.00
04 - Studio East Summer Teen Musical	\$1,000.00
05 - StoryBook in the Park	\$1,000.00
06 - Fringe Festival Development	\$10,000.00
07 - Kirkland Uncorked	\$19,500.00
08 - ARTful Summer	\$2,500.00
09 - Kirkland Downtown Road Mile	\$2,500.00
10 - Kirkland Waterfront Car Show	\$5,000.00

Member Phil Megenhardt seconded the motion. Motion carried 6-0.

6. Good of the Order

None.

7. Adjournment

Chair Penny Sweet adjourned the meeting at 12:35 p.m.